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January 26, 1994

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William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

Re: ET Docket No. 93-7 - Ex-Parte Presentation

Dear Mr. Caton:

On Wednesday, January 25, 1995, representatives of the Consumer Electronics Group of the Electronic Industries Association ("EIA/CEG") and the Consumer Electronics Retailers Coalition ("CERC") made an ex parte presentation to Bruce A. Franca, R. Alan Stillwell and Robert Bromery of the Office of Engineering and Technology regarding the Decoder Interface for cable-ready televisions and other consumer electronics equipment. Representing EIA/CEG were James E. Bonan, Edward M. Milbourn, Matthew J. McCoy, and the undersigned of this Firm. Representing CERC were Miles M. Circo of Circuit City Stores and Robert S. Schwartz, counsel for Circuit City Stores. The views expressed on behalf of EIA/CEG and CERC are reflected in the groups' prior filings with the Commission, as well as in the attached outline.

Please let us know if you have any questions.

Sincerely,



Joseph P. Markoski

/jef
Enclosure

cc: Bruce A. Franca
R. Alan Stillwell

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Electronic Industries Association Consumer Electronics Group

Presentation on the Decoder Interface
Competition and Consumer Protection

ET DOCKET NO. 93-7
JANUARY 25, 1995

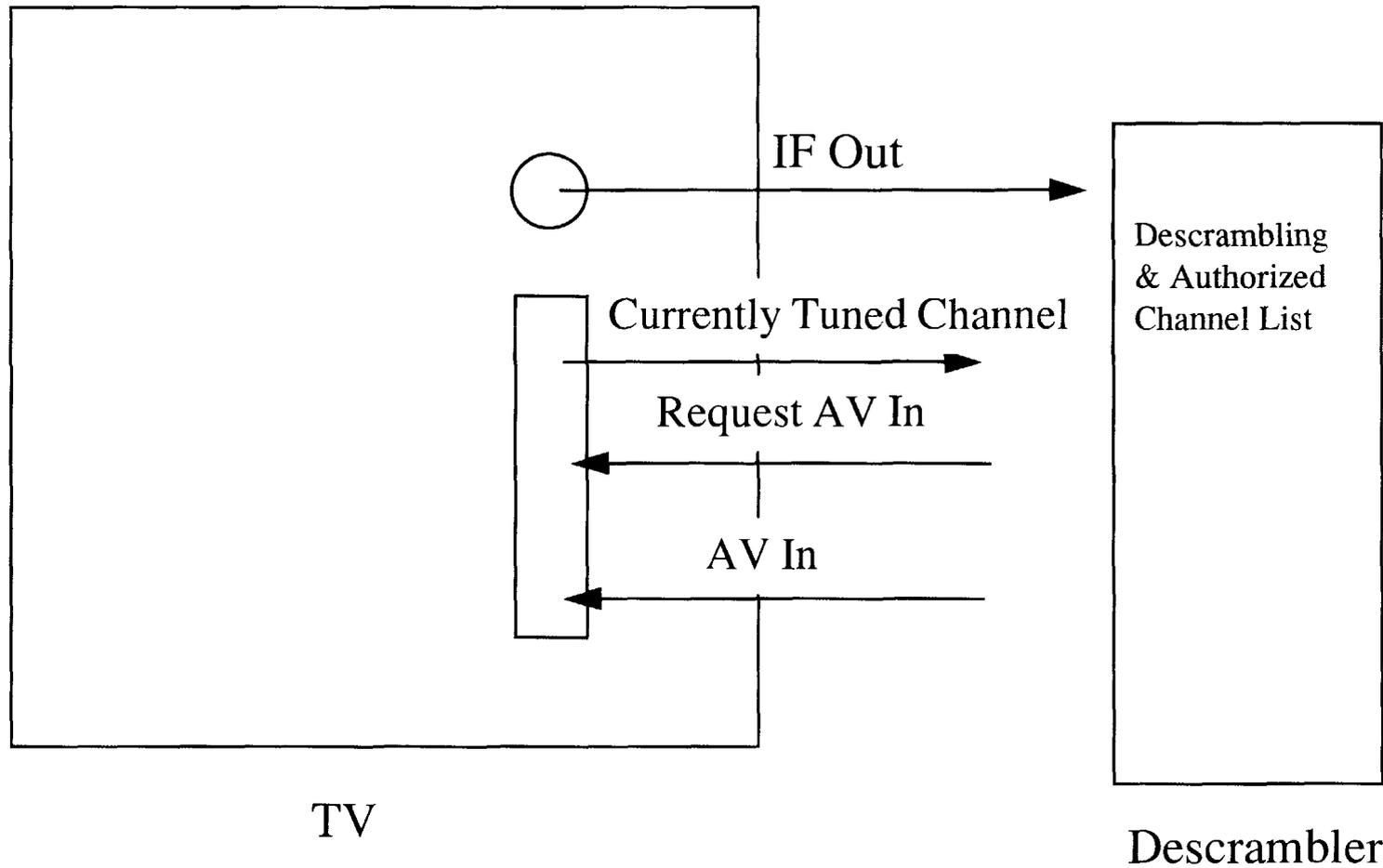
'Set-top Boxes'

- ◆ 'Set-top boxes' and 'built-ins' can coexist.
 - 13MM VCRs/yr., 4MM TV/VCRs/yr.
- ◆ The 'box' isn't the problem, scrambling is.
- ◆ The only feature that is defeated by cable is tuning - because of scrambling.
- ◆ A descrambling-only interface restores the ability of TVs and VCRs to tune channels as designed.

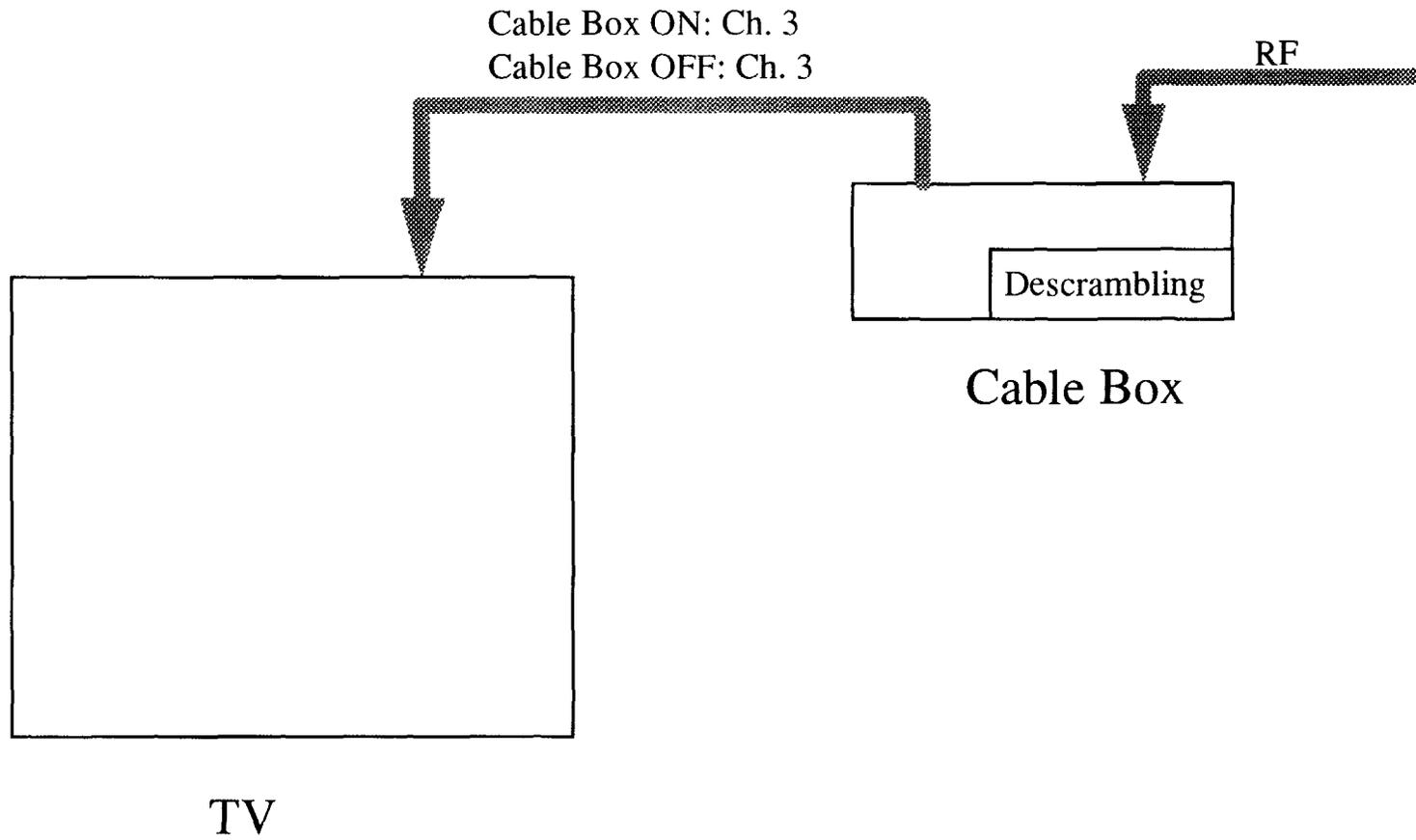
A Comparison

	Original Decoder Interface	Descrambling-only Interface
Basic	<i>Not Req'd</i>	<i>Not Req'd</i>
Expanded Basic	<i>Nothing or Descrambler</i>	<i>Nothing or Descrambler</i>
Premium	<i>Descrambler</i>	<i>Descrambler</i>
Pay Per View	<i>Descrambler</i>	<i>Descrambler</i>
Menu PPV	<i>Interface box + Descrambler</i>	<i>Interface box + Descrambler</i>
Digital	<i>Digital Demod + Descrambler</i>	<i>Digital Demod + Descrambler</i>

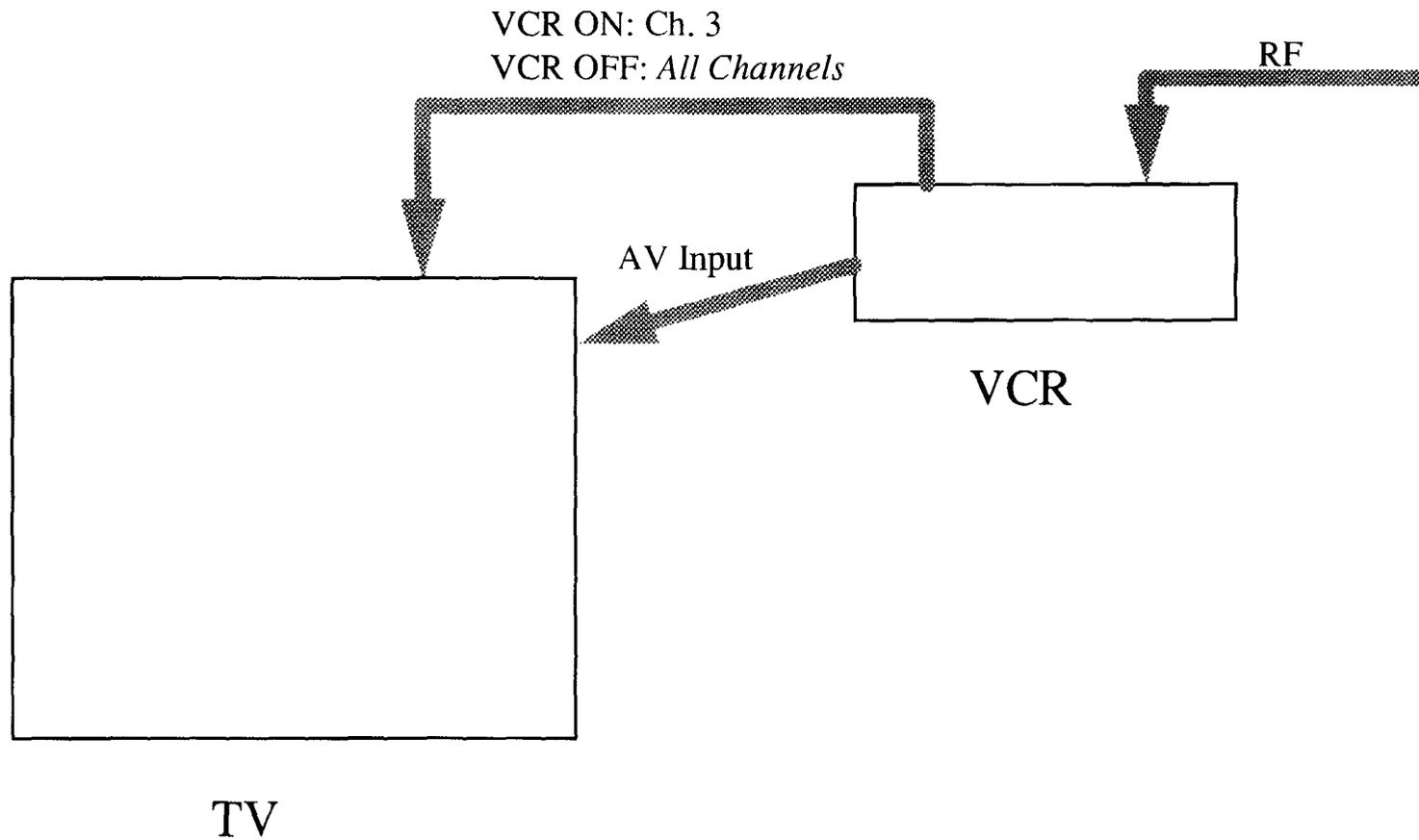
Descrambler Interface



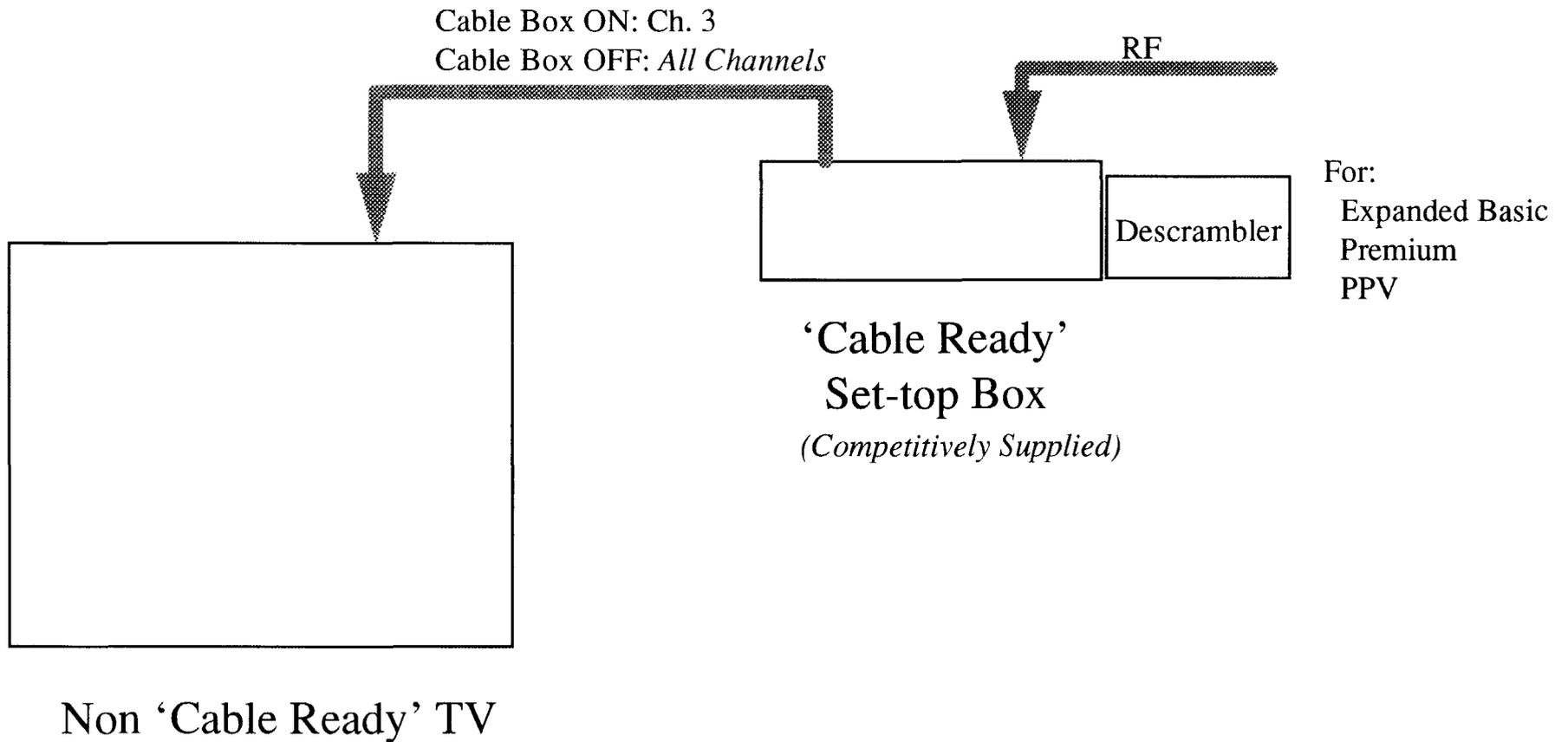
The Cable Box Problem



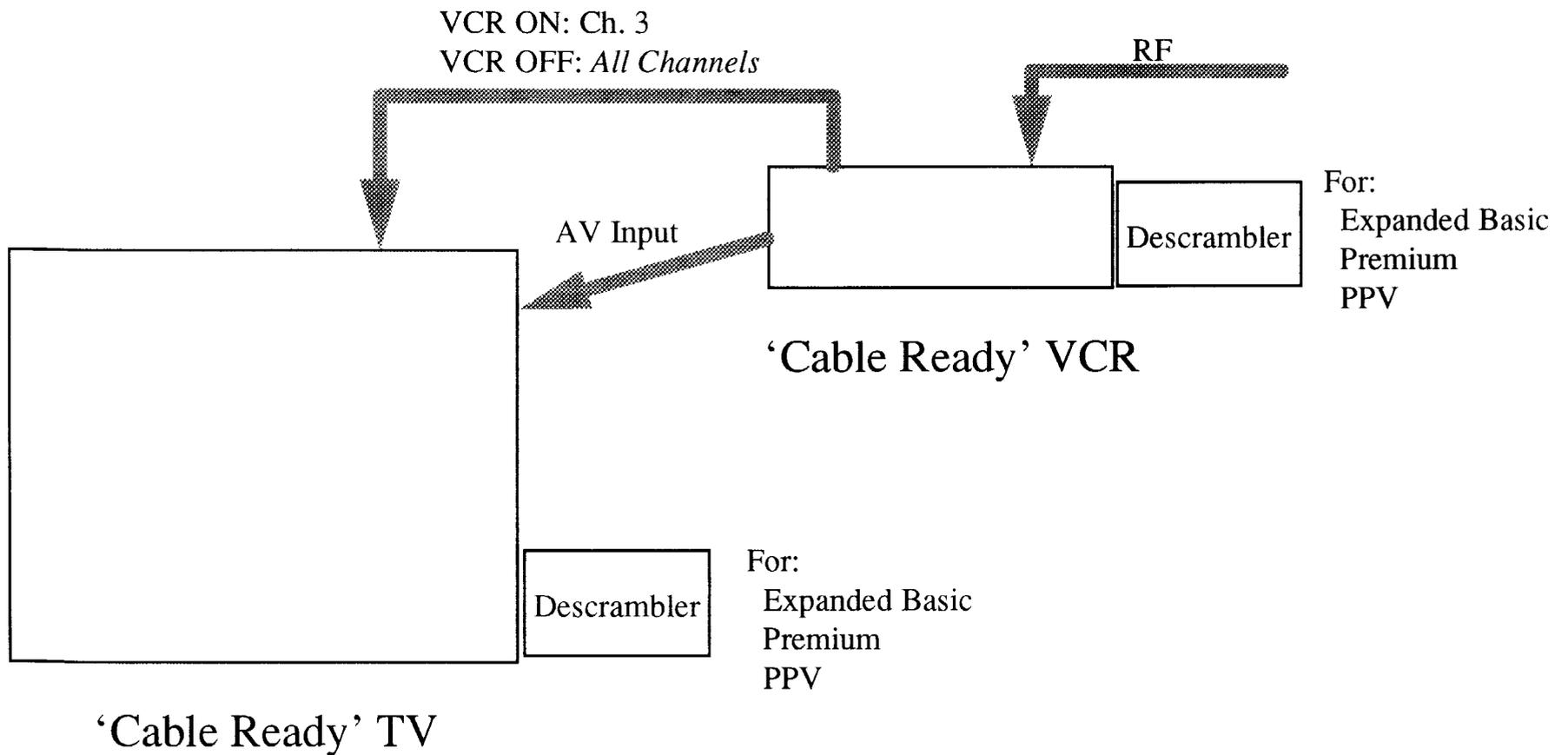
The 'VCR Set-top Box'



The 'Cable Ready' Set-top Box



The 'Cable Ready' TV and VCR



The 'Interactive PPV Set-top Box'

